

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:703

ANSWERED ON:24.07.2003

REGULATION FOR ADVERTISING ON CHANNELS

RAMSHETH THAKUR;RENUKA CHOWDHURY;SUDHA YADAV

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Government are contemplating to bring an ordinance or make some amendment in the Cable Television Networks (Regulation) Act to ensure cable services to viewers at most reasonable cost and to regulate the advertising on pay channels in the country;
- (b) if so, the details thereof alongwith obstructions being faced by the Government in this regard; and
- (c) the time by which an ordinance/amendment to come into force in this regard?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD)

- (a): At present, there is no proposal to bring any ordinance or to make an amendment in the Cable Television Networks (Regulation) Act, 1995.
- (b) & (c): Do not arise.